

100

Fig. 1

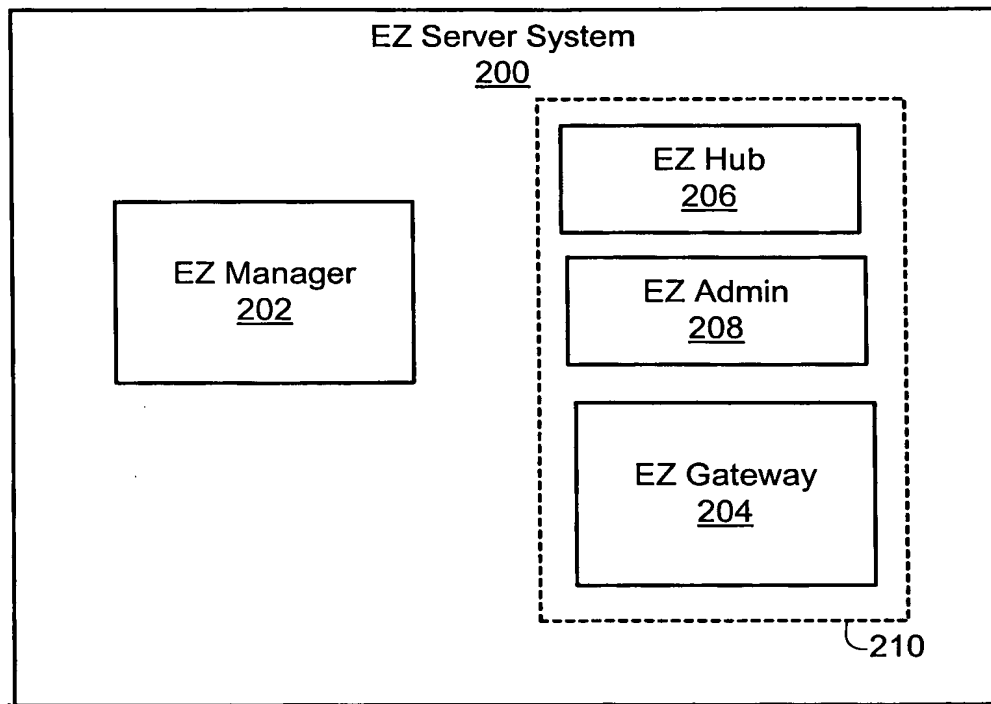


Fig. 2

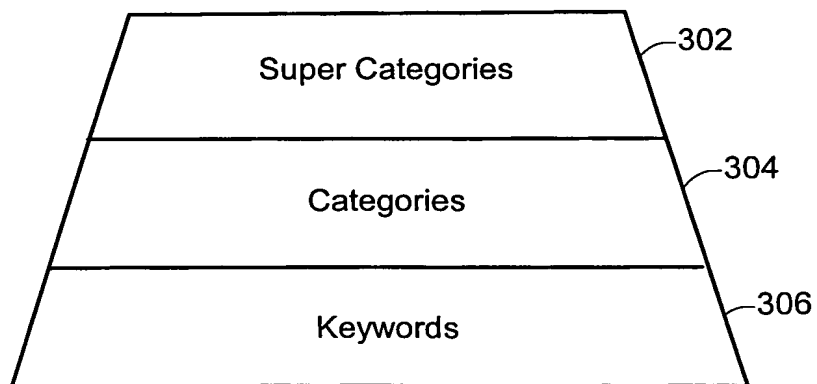


Fig. 3

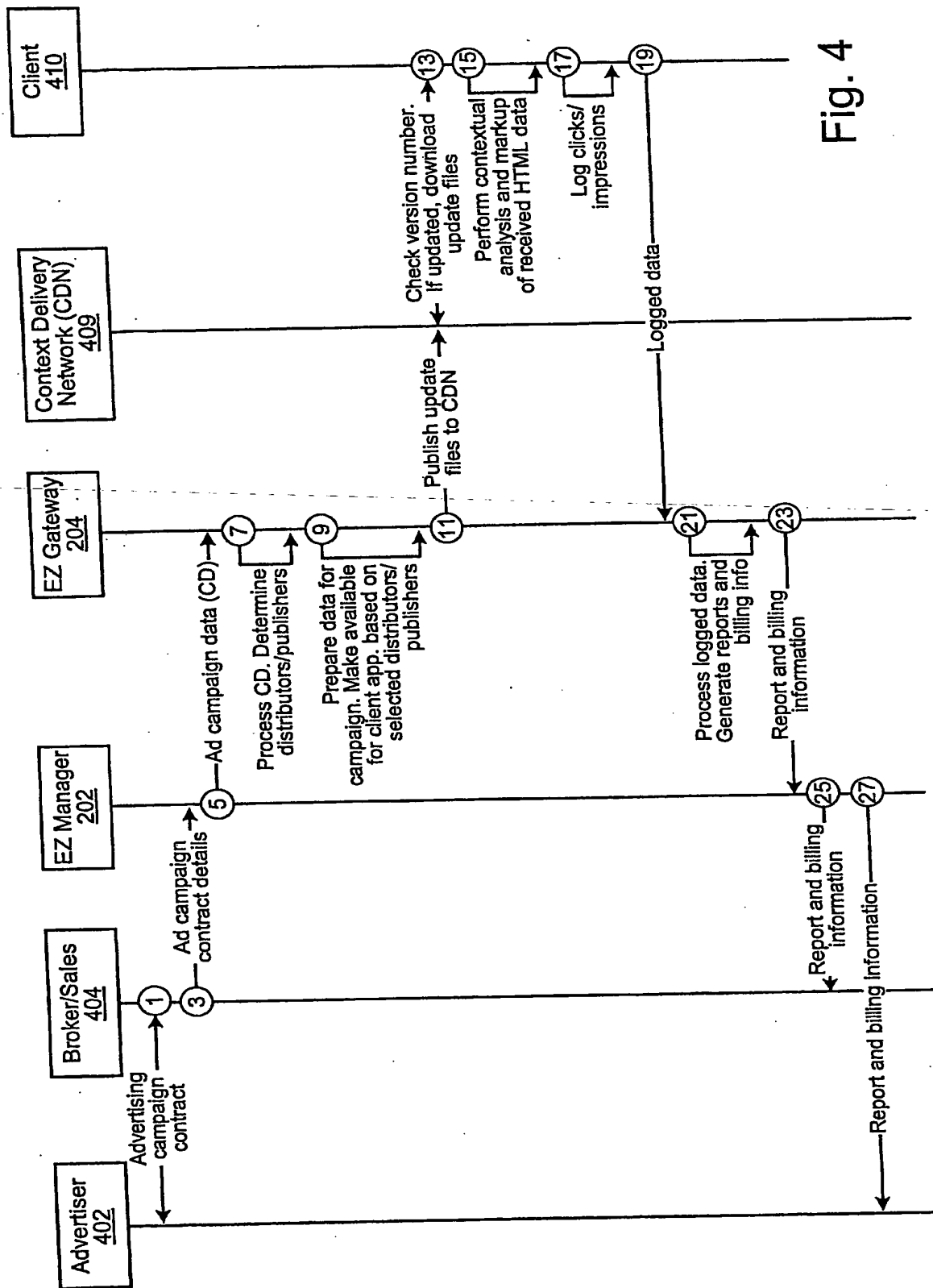


Fig. 4

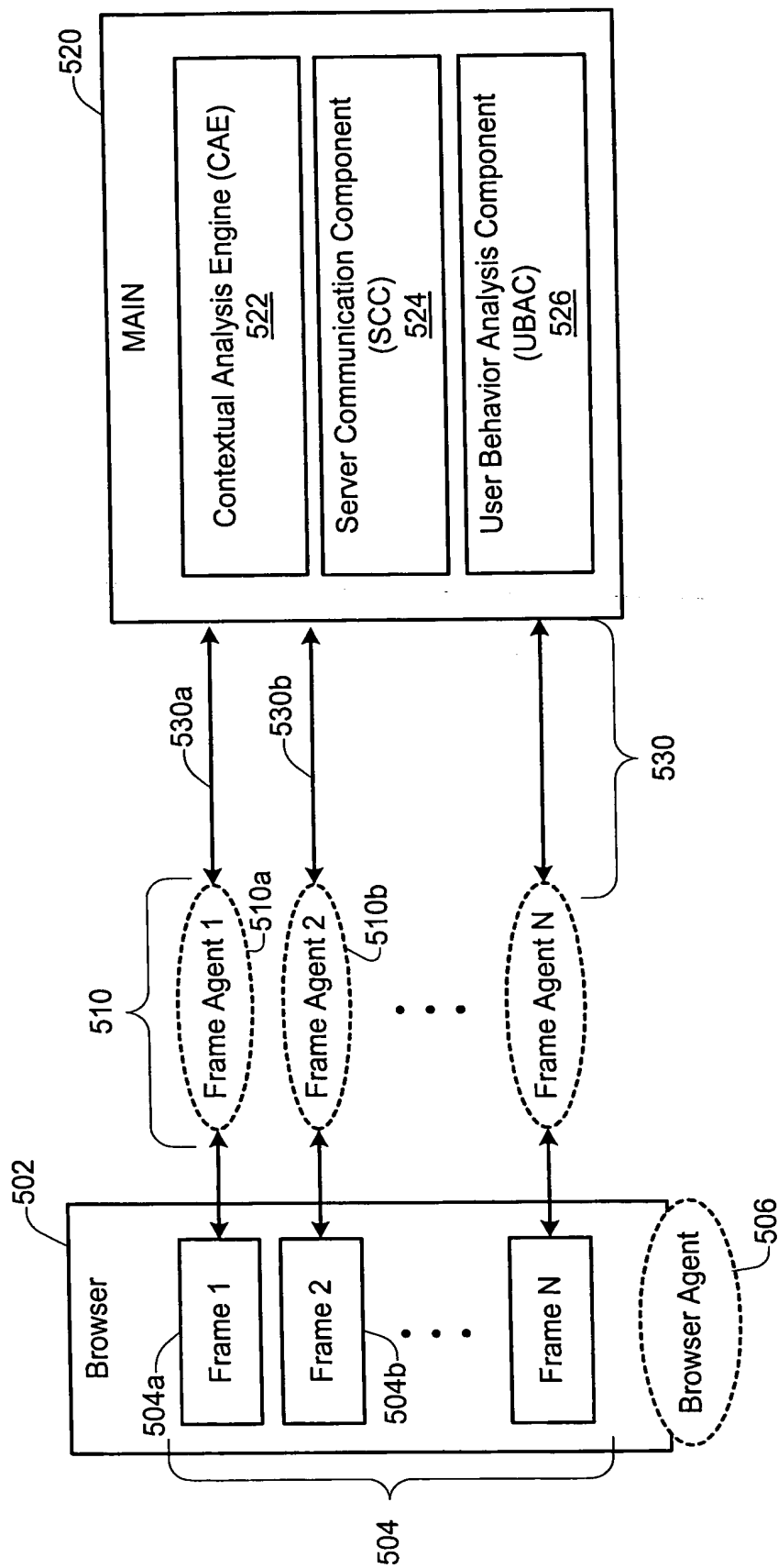


Fig. 5A

500

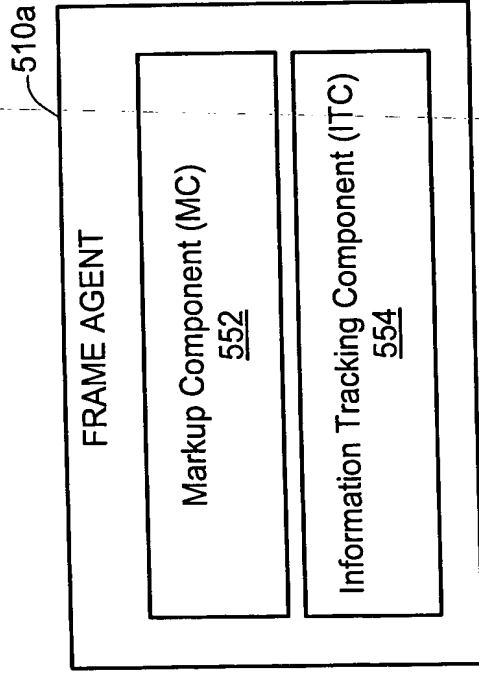


Fig. 5B

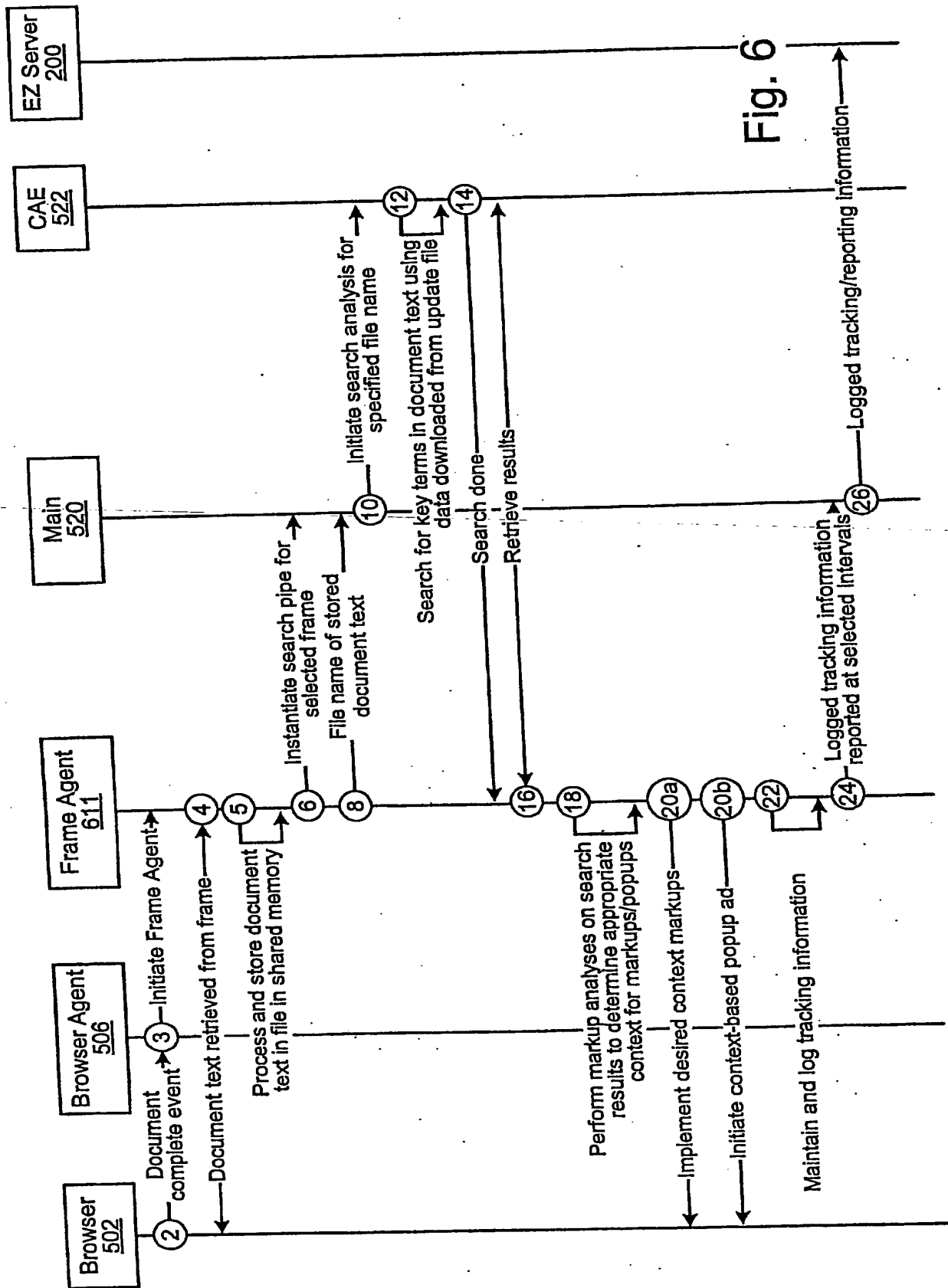


Fig. 6

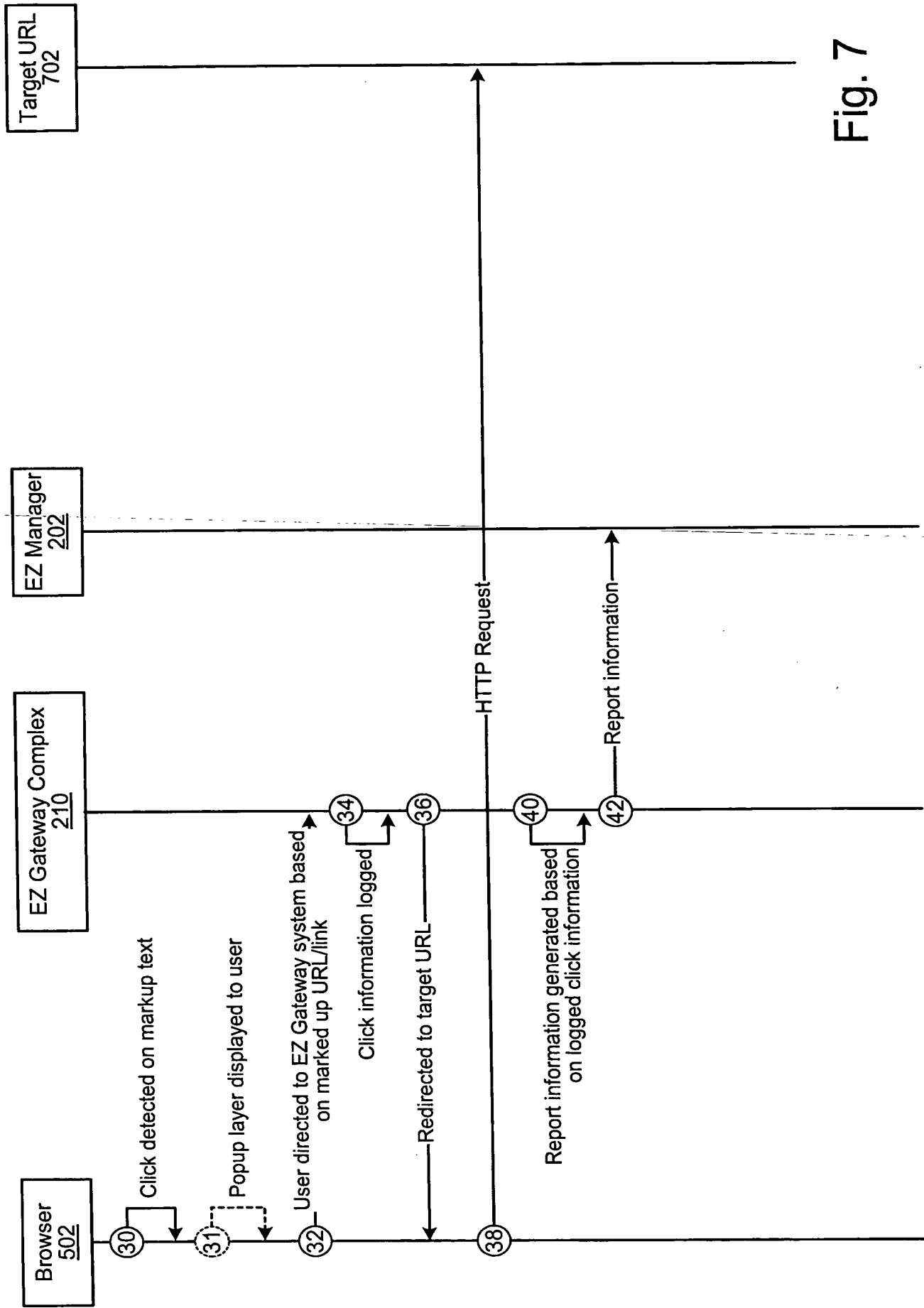


Fig. 7

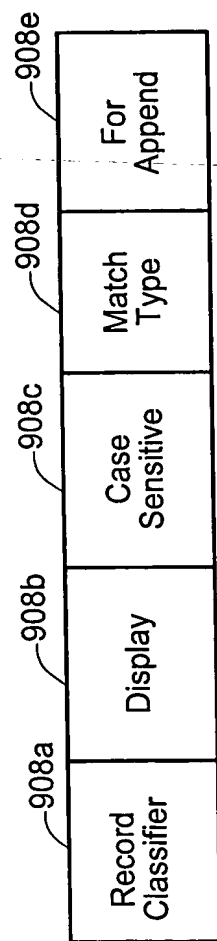


Fig. 9B

906

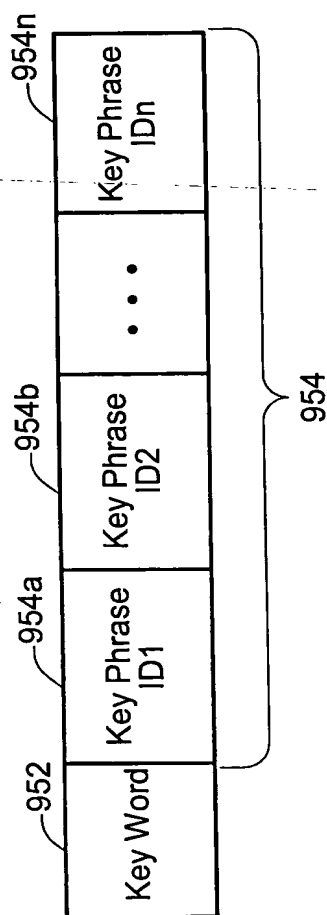


Fig. 9C

950

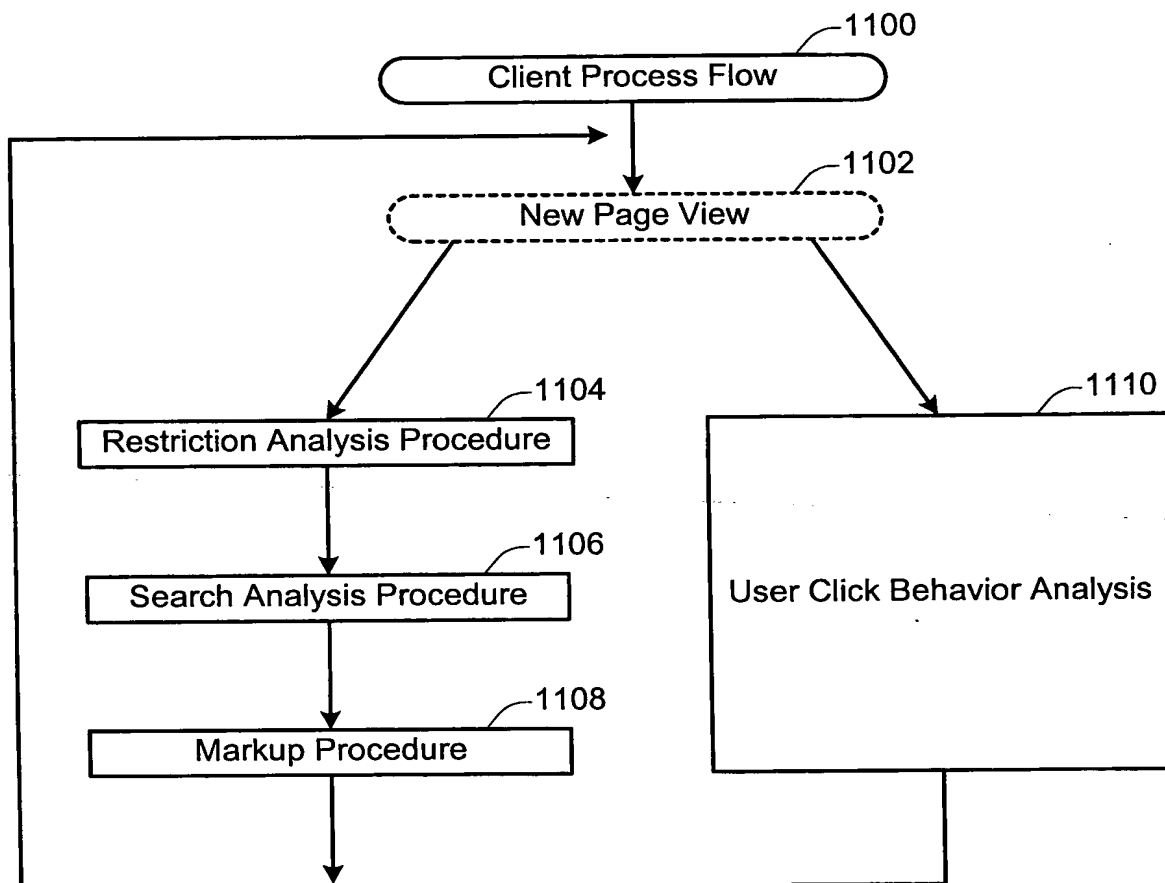


Fig. 11

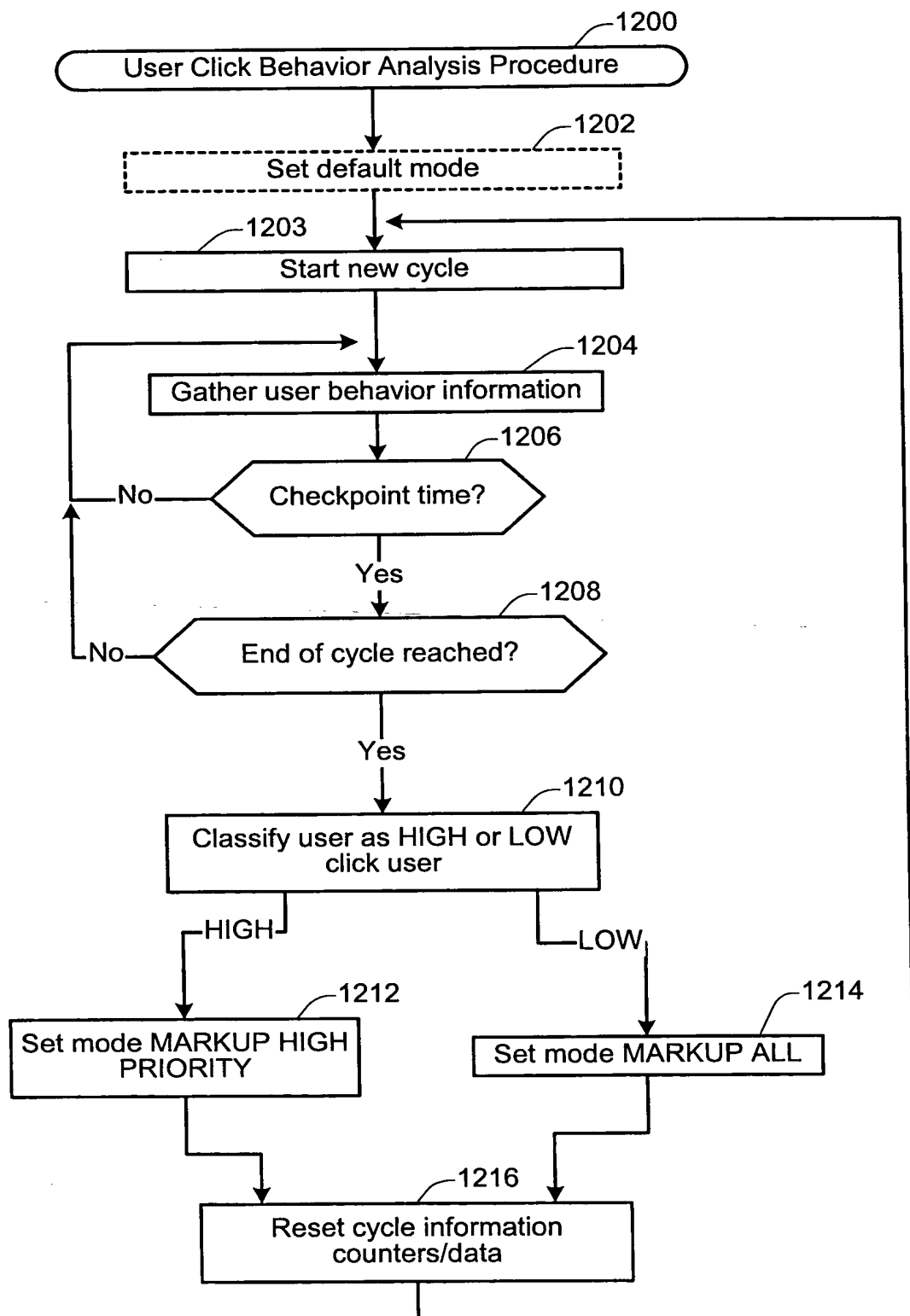


Fig. 12

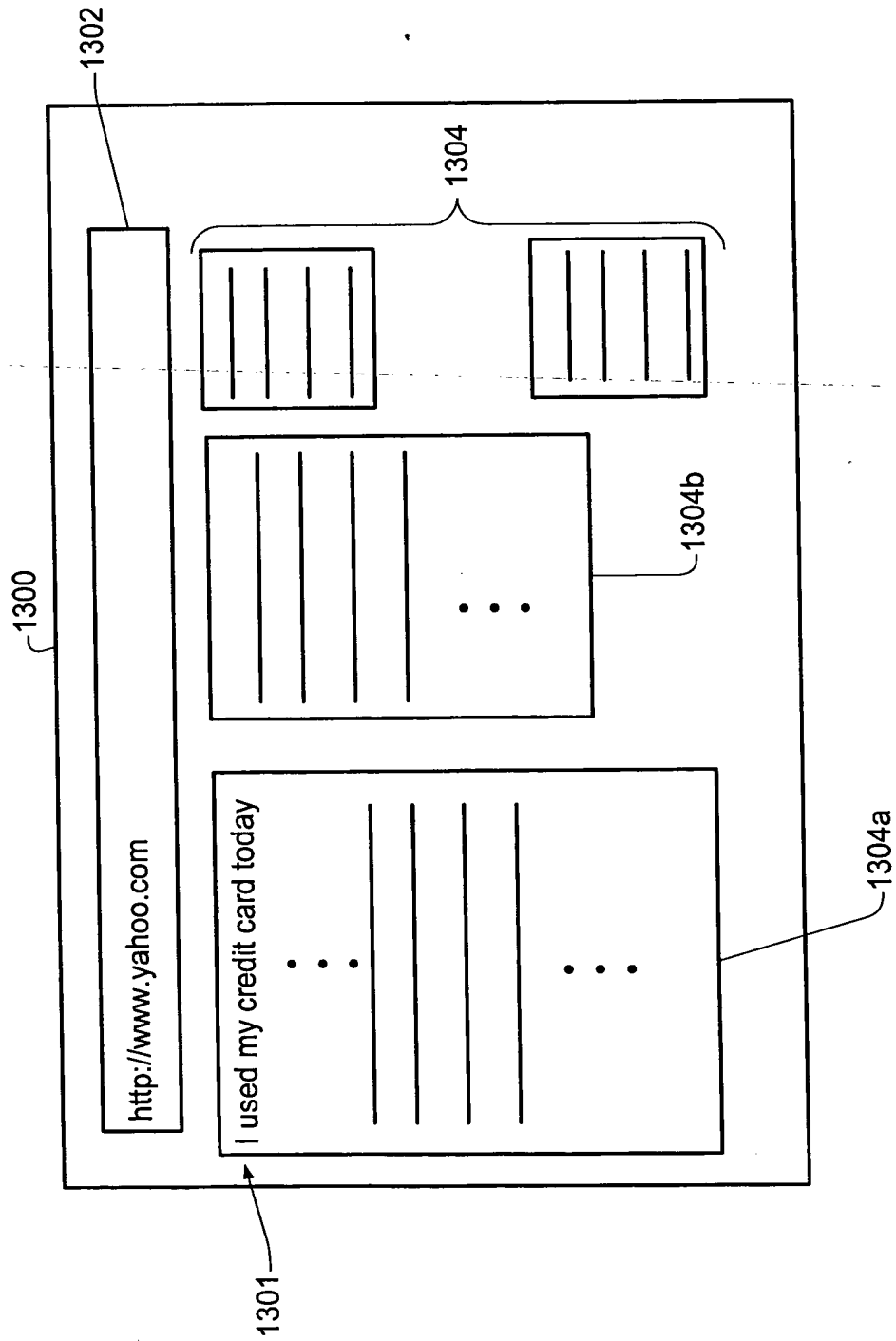
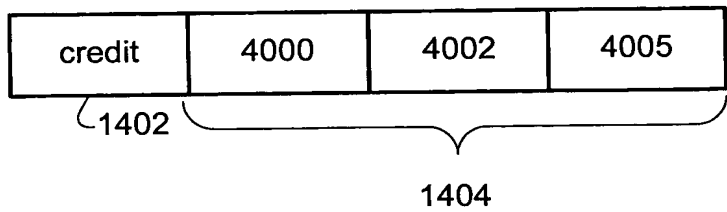


Fig. 13



1420 Fig. 14A

4000	Exact	"credit card"	100	"check"	9000	1442
4002	Exact	"credit check"	100		9000	1444
4005	Fuzzy	"credit card APR"	60	"used"	9000	1446

1440 Fig. 14B

5001	www.yahoo.com	2	1462
5002	www.cnn.com	0	1464

Fig. 14C

1460

9000	5002	-	1480
------	------	---	------

Fig. 14D

FIG. 14A

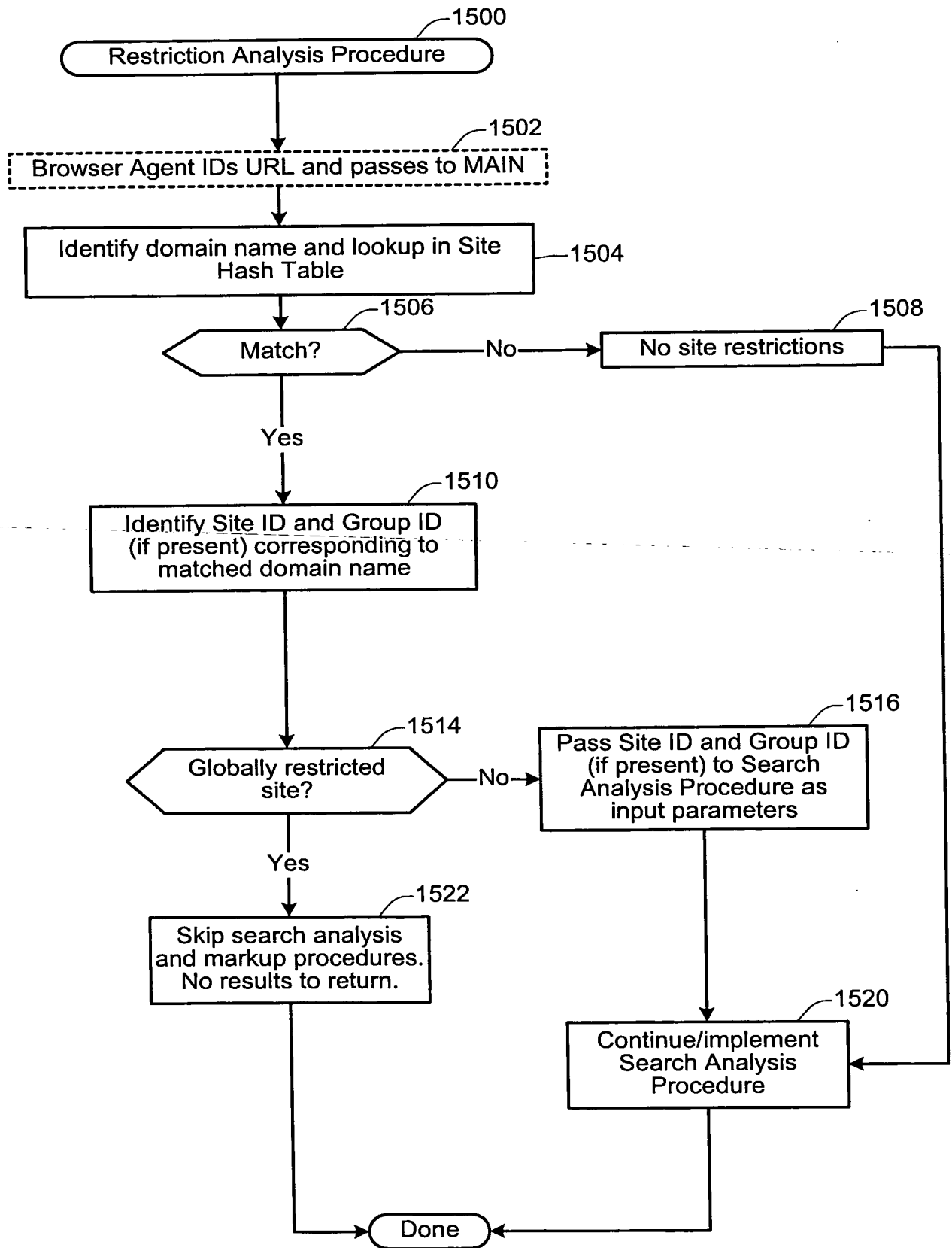


Fig. 15

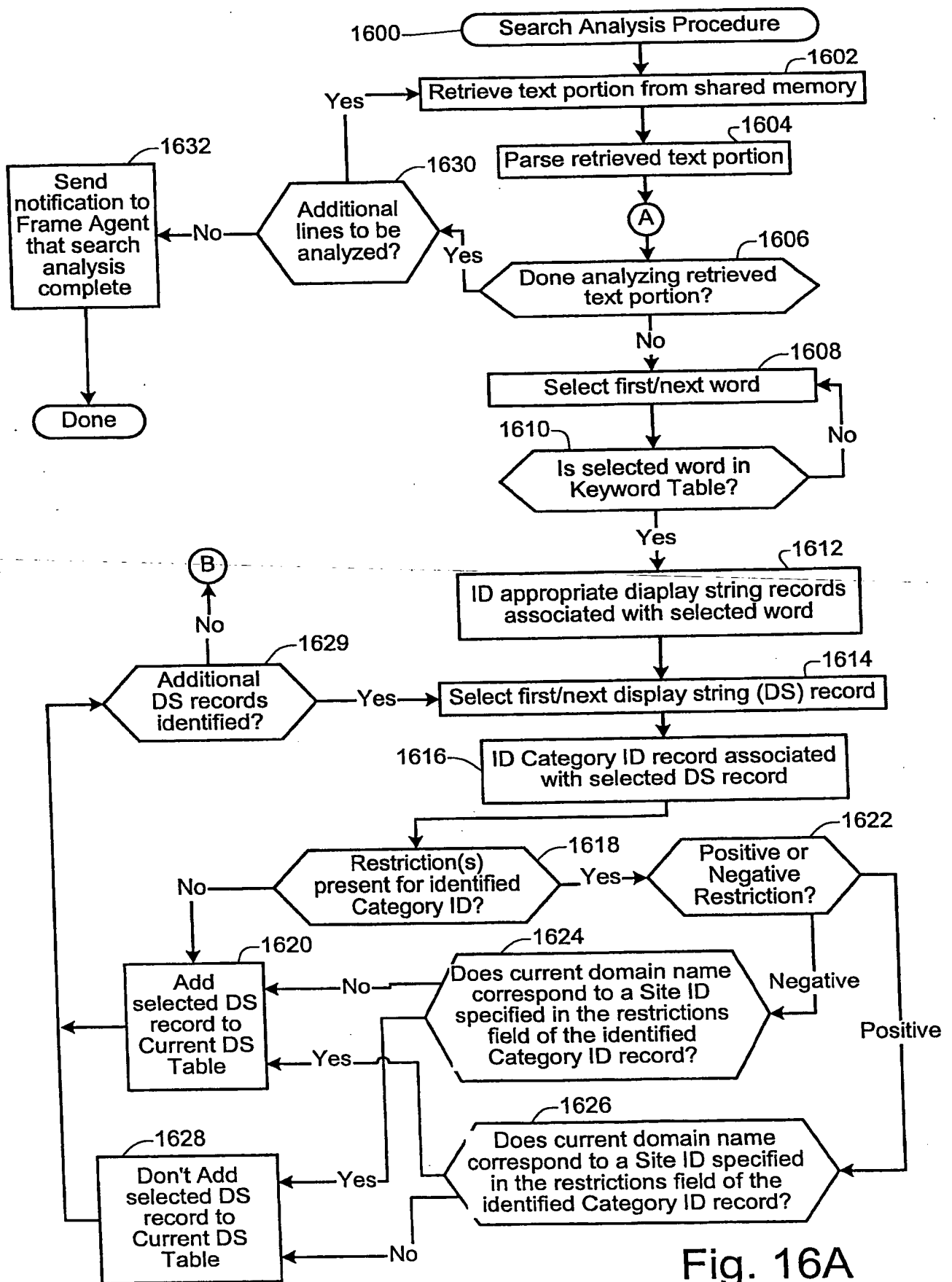


Fig. 16A

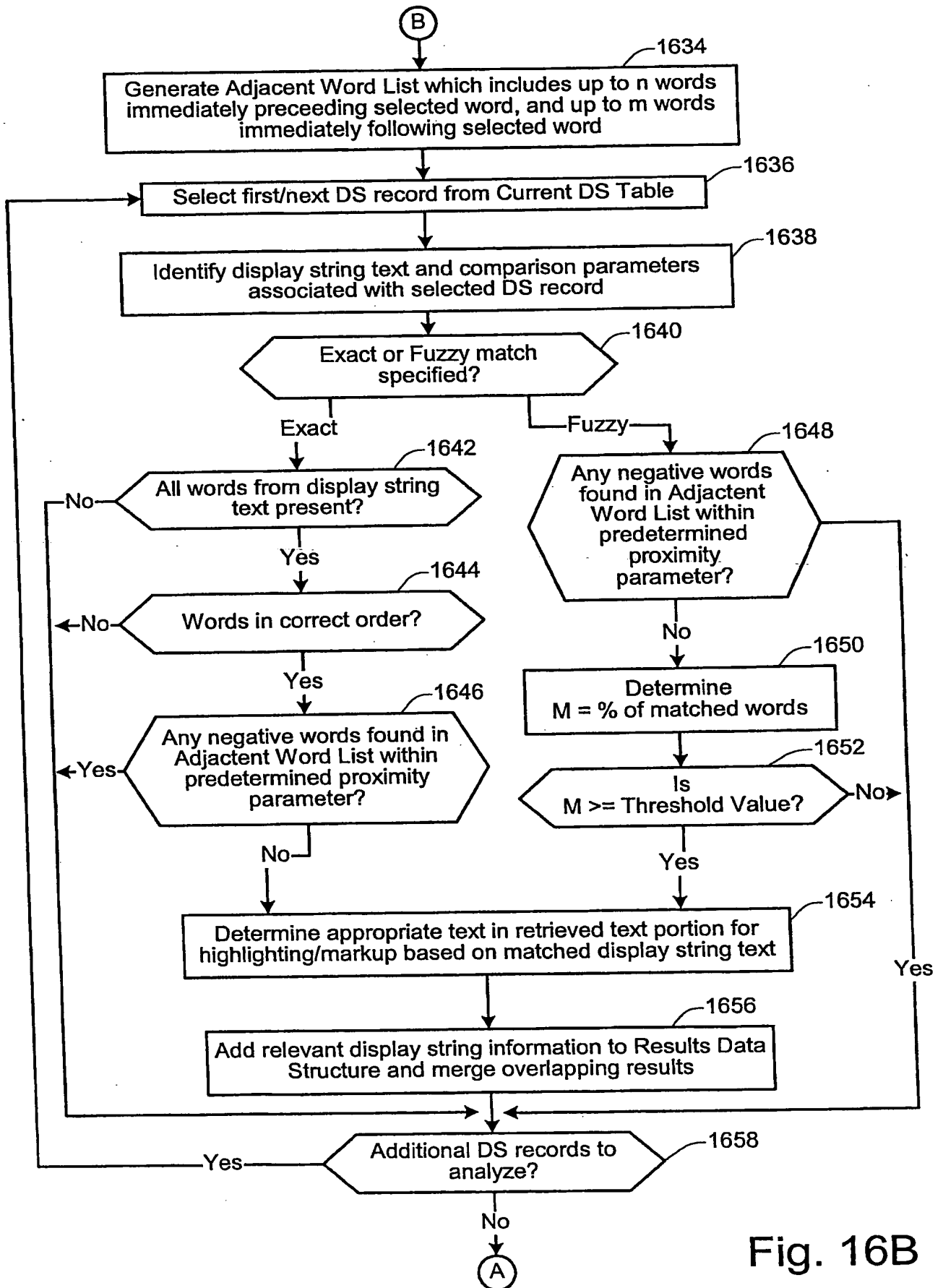


Fig. 16B

I	1
used	3
my	8
credit	11
card	18
today	23

Fig. 17A

← 1710

1712.

1714

credit	card
x	x

Fig. 17B

← 1720

credit	check
x	

Fig. 17C

← 1730

credit	card	APR
x	x	

Fig. 17D

← 1740

4000	Exact	"credit card"	100	"check"	9000	1772
4002	Exact	"credit check"	100		9000	1774
4005	Fuzzy	"credit card APR"	60	"used"	9000	1776

1770 Fig. 17E

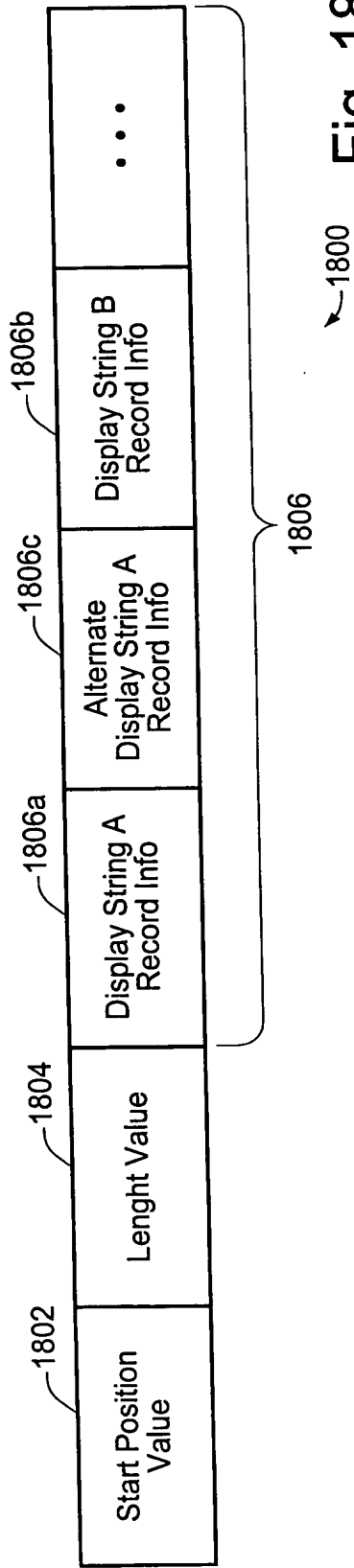


Fig. 18

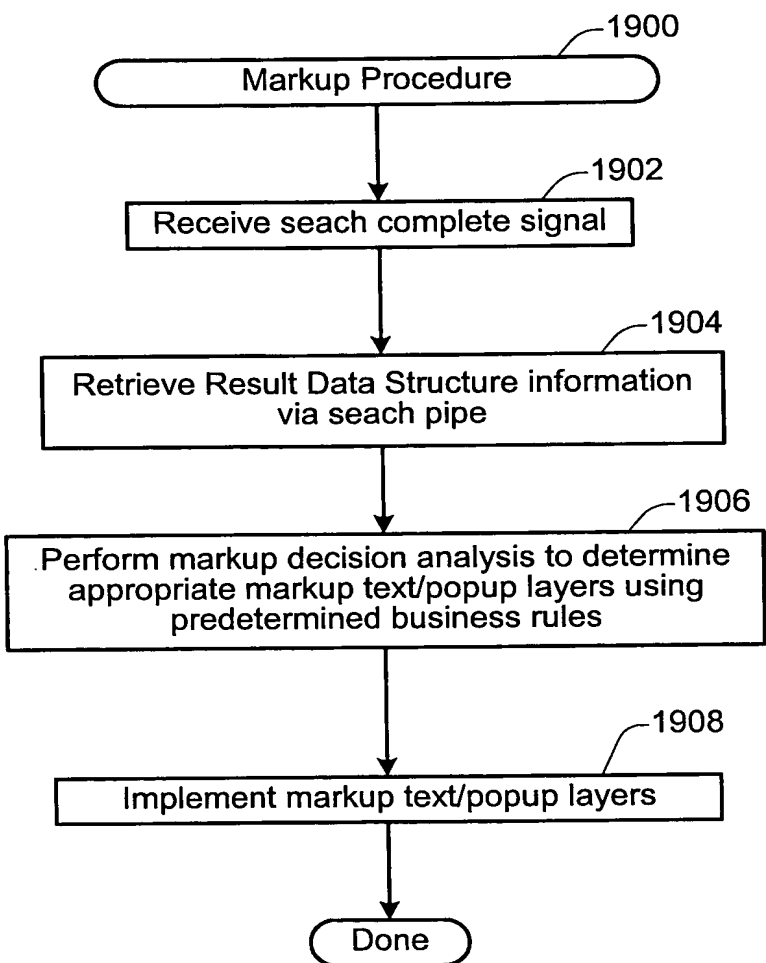
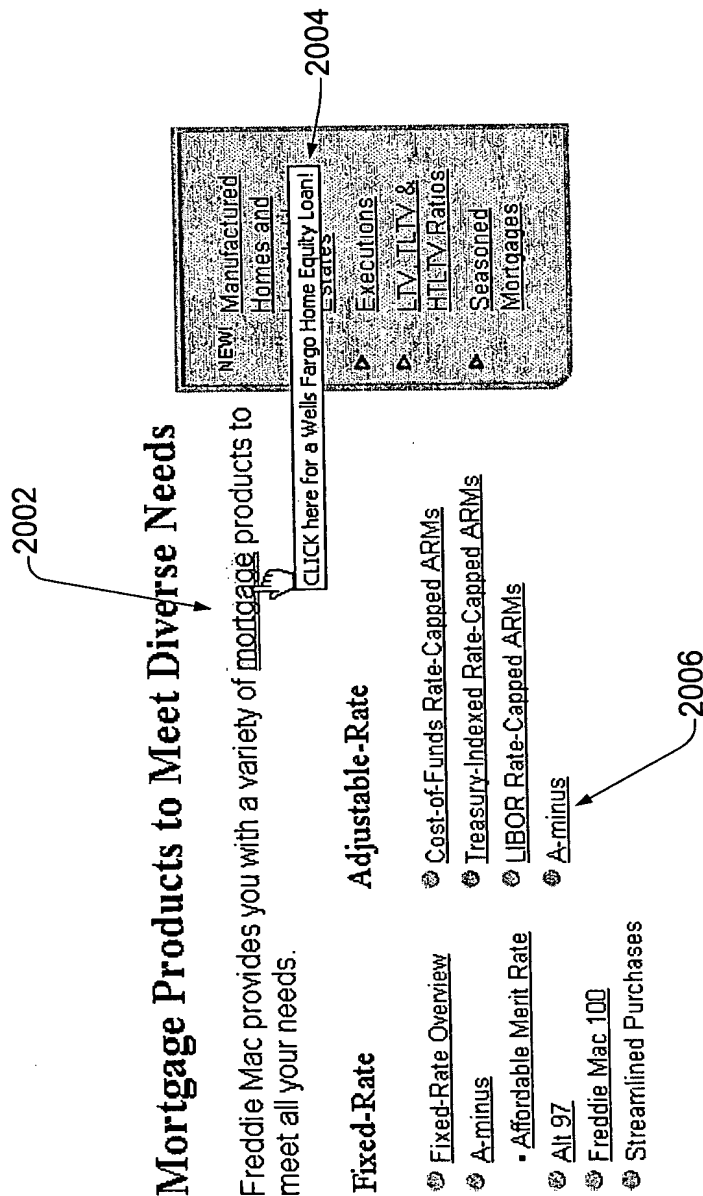


Fig. 19



2000 Fig. 20

106280" h25e1600

2202

Searched the web for **online gamb**

The no.1 online casino - clic
www.Casino-On-Net.com Play

Online Gambling Casino Ga
www.romancasino.com

Online Sports Betting
and Internet Casino -
OasisCasino.com!
Click to PLAY Games for
FREE at iWin!

2204a

o games!
bonus when you play for real money.
EE and REAL Bonus Tokens
Rewards and Gift Certificates! Don't miss out on the fun!

2204b

2200 Fig. 21

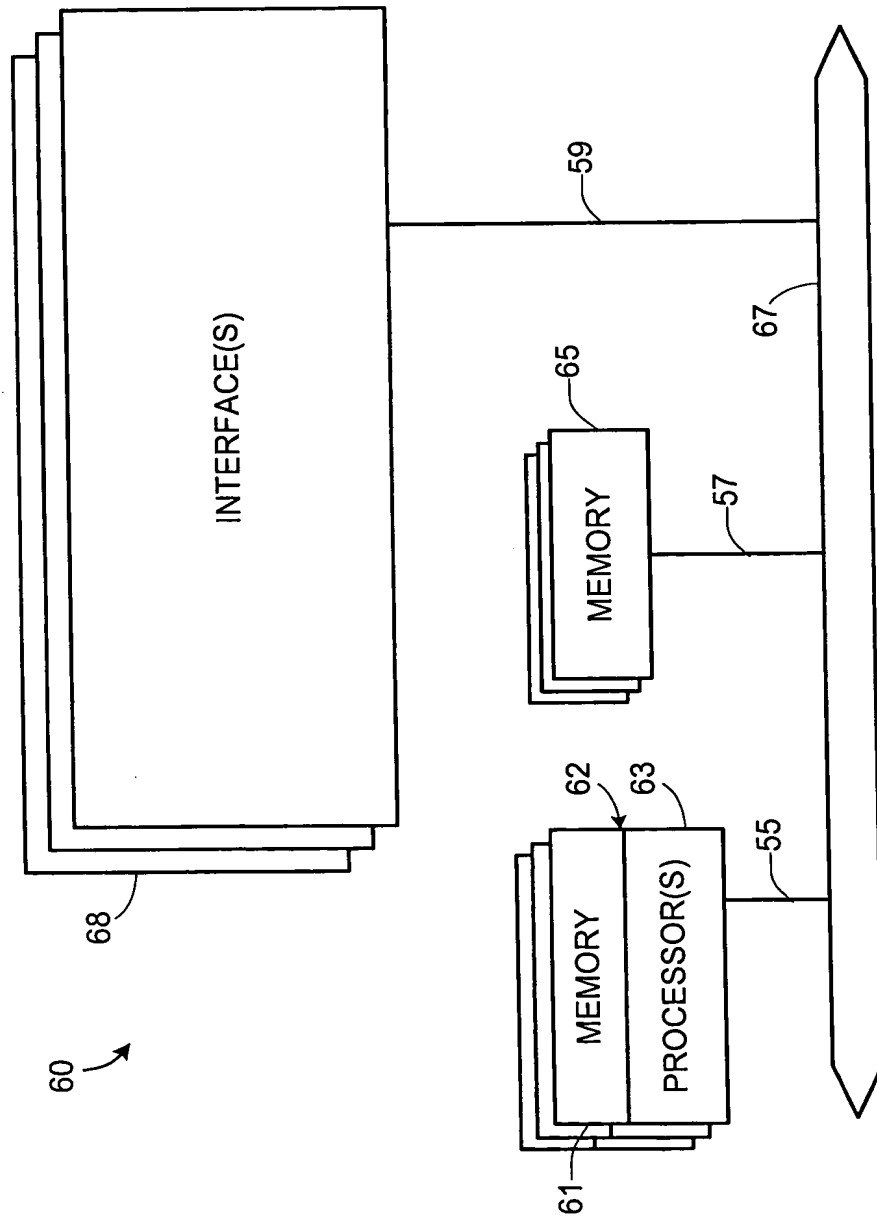


Fig. 22

100280-12561000

3000

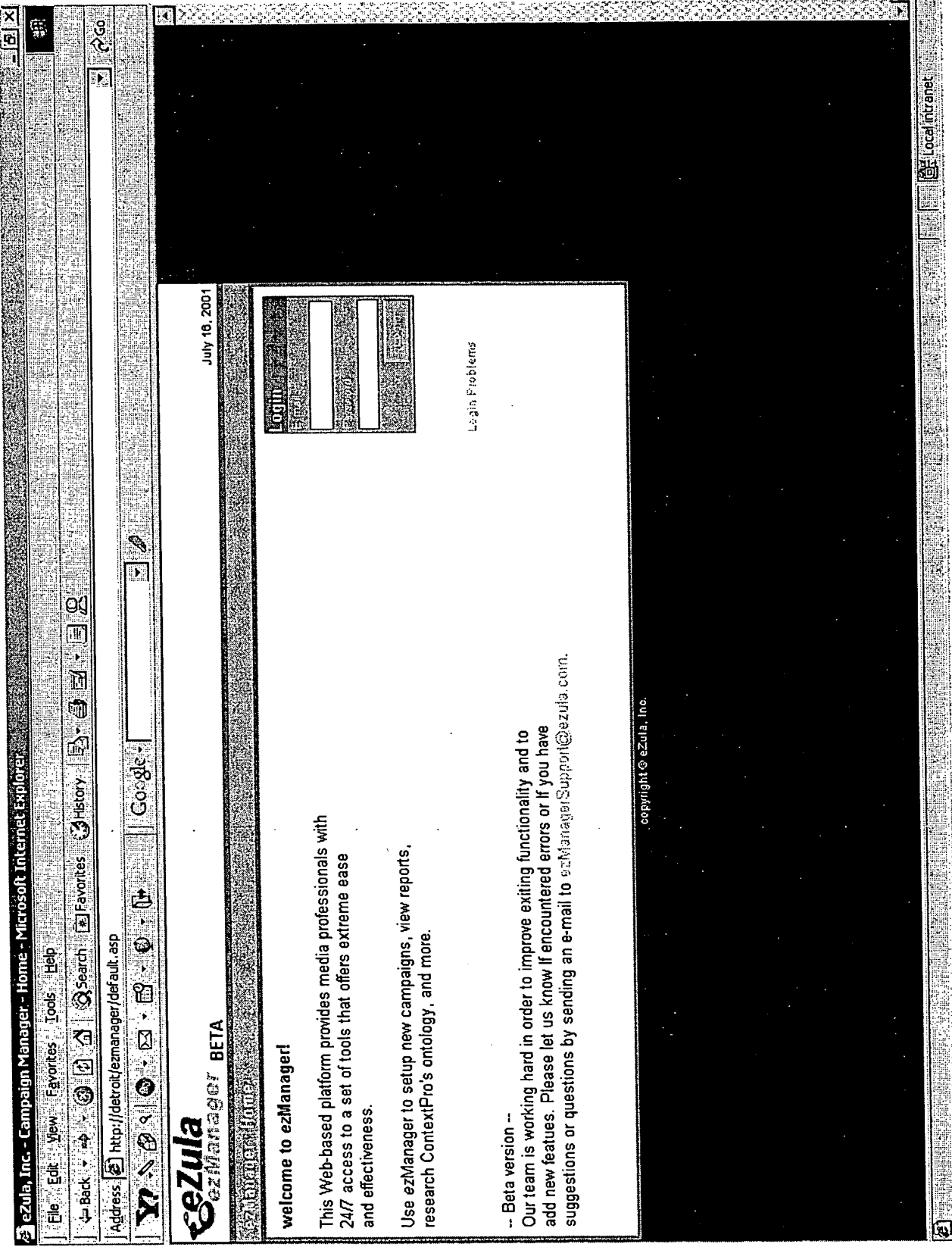
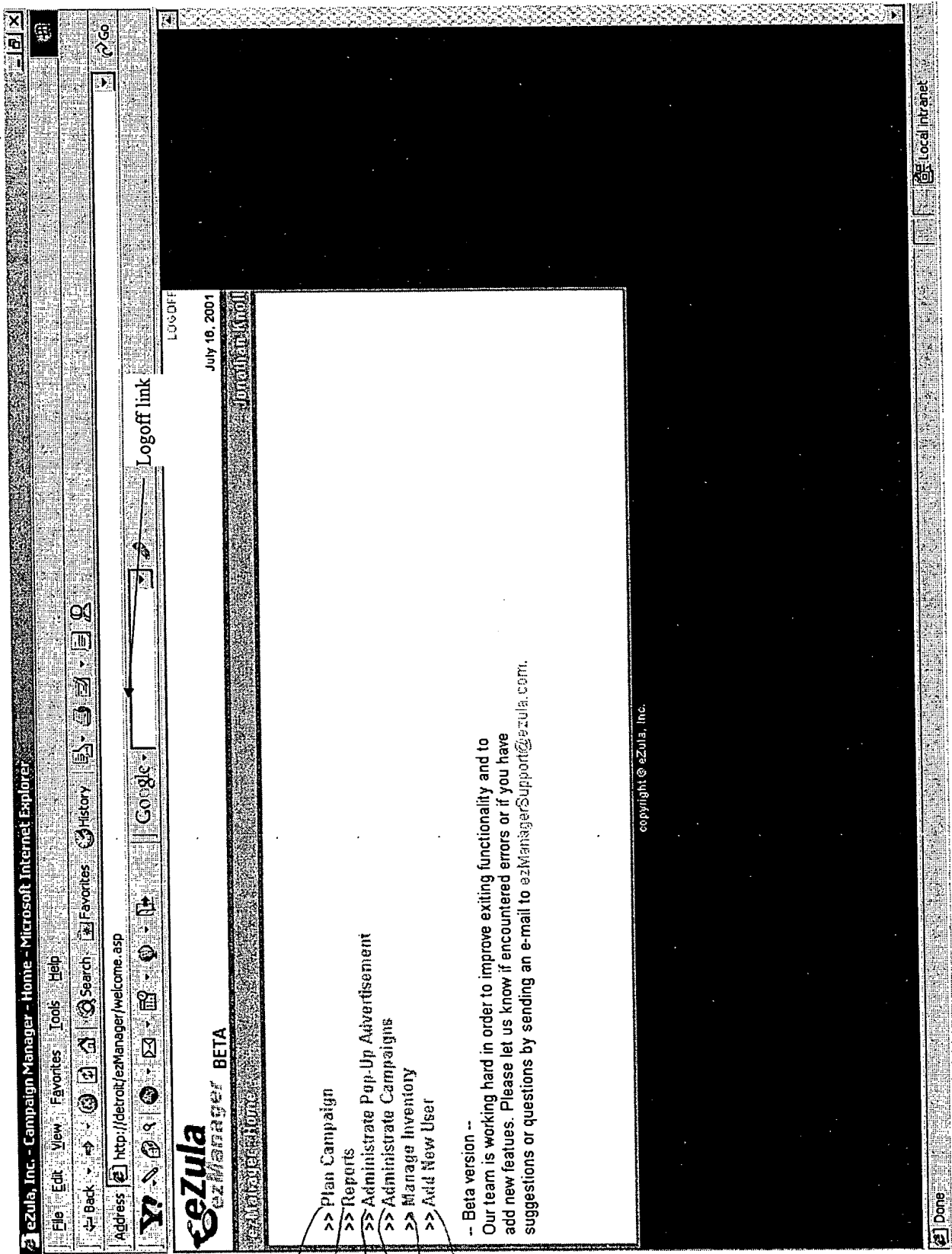


Fig. 24A

105280" heschoo

3001



3002
3003
3004
3005
3006
3007

Fig. 24B

100280" h25c4600

3008

ezula, Inc. - Campaign Manager - Main - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites History

Address http://detroit/ezmanager/main/plan.asp

Google

ezula
ezmanager BETA

Logout July 18, 2001 Jonathan Knoll

- A Campaign is planned by adding Categories to your current Campaign List.
- Select Campaigns by either (1) Search by Keyword or (2) Search by Category.
- When you are done adding Categories to the current Campaign List, please click on the "Review This Campaign" button.
- Please note that availability of the category is indicated under Status.

1 Plan By Keywords

Search term

2 Plan By Categories

Categories

Apparel - Accessories - Scarves & Muffs

Keywords for Apparel Accessories - Scarves & Muffs

ear muff, earmuff, Pashmina, silk scarf, silk scarves, wool scarf, wool scarves, Ear Muff, tatan scarf

Status Booked

eZula/Address: 7/18/2001 - 7/25/2001
eZula/DD: 7/18/2001 - 7/25/2001
eZula/eZula: 7/18/2001 - 7/25/2001

108

3010

3013

3011

3022

3023

3025

3012

3015

3021

3028

3030

Campaign List

Categories	Deleted
Apparel - Accessories - Belts	Deleted
Apparel - Accessories - Handbags	Deleted
Apparel - Accessories - Hats	Deleted
Apparel - Accessories - Neck Ties	Deleted

Copyright © ezula, Inc.

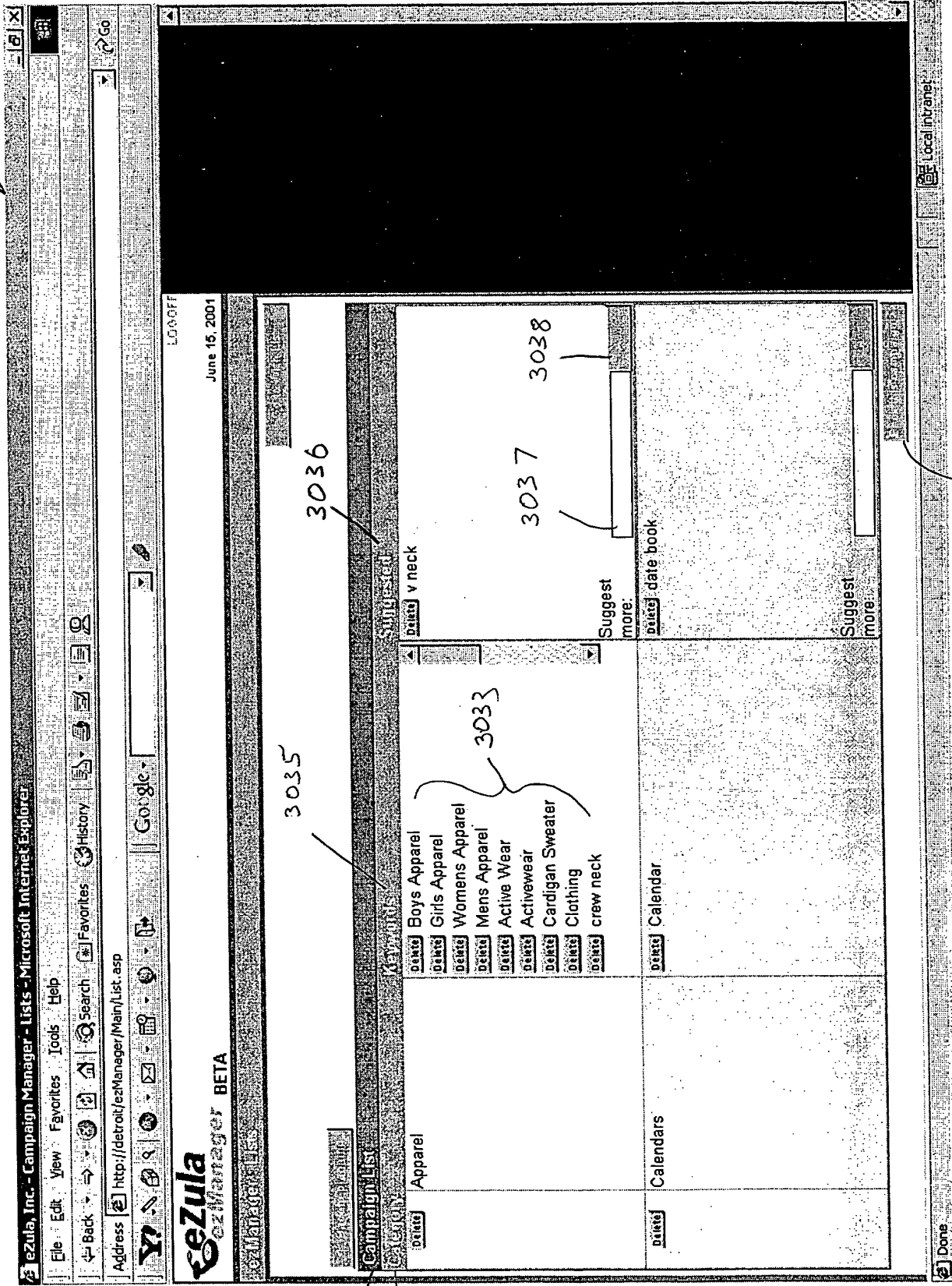
Done Local intranet

Fig. 24C

3016



3031



3040

Fig. 24E

106260" h25e1060

3041

ezZula, Inc. - Campaign Manager - Book a Campaign - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History

Address http://detroit/ezManager/Main/Book.asp

Google

Done Local intranet

Logout

July 2, 2001

ezZula

ezManager BETA

Campaign Manager

Campaign Properties

3048

Please enter the Title and URL destination for each category, then press 'update'.

If there are multiple categories, the input boxes will become available only when all categories above are completely filled in.

Book a Campaign

Category

Destination Title

Destination URL

Update

Apparel - Accessories

Ear Muffs, Pashmina, silk scarf, silk scarves

3046

http://

3047

3050

Apparel - Hawaiian

Aloha Shirt, Hawaiian Shirt, Hawaiian Clothing, Hawaiian Clothes

http://

Apparel - Work Clothes and Uniforms

Work Clothing, Uniforms, Work Clothes and Clothes

http://

Art - Galleries

Art Collecting, antique collecting, art galleries, art gallery, fine art, Impressionist Art, Lithographs, art

http://

Done

copyright © ezZula, Inc.

Fig. 24F

www.neckties.com

3055

Book a Campaign - Book a Campaign - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://detroit/ezManager/Main/Book.asp#1071

Back Forward Stop Reload Home Search Favorites History

Google

• If there are multiple categories, the input boxes will become available only when all categories above are completely filled in.

3045

Book a Campaign		Destination URL
Apparel - Necktie, Neck Tie, Accessories bow tie, bowtie, - Neck Ties power tie, tie pin, tiepin	Neck Ties (maximum 255 characters)	http://www.neckties.com/ (maximum 255 characters)

3046

3047

3053

Campaign Properties

Campaign Name Your Campaign Name

Headline July 20 2001

Hours from now July 27 2001

Number of clicks 10000

Partner Name Jonathan Knoll

Agency The Agency

Advertiser The Advertiser

Publisher The Publisher

Address DD 3060

Web3K KaZaA eAccel

Restricted Publishers

Restricted Sites (including advertiser's)

3062

3056

3057

Copyright © eZula, Inc.

Done

Fig. 24G

3063



Fig. 24H

106280" n252h600

3066

ezula, Inc. - Campaign Manager - Campaign Summary - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search History

Address http://detroit/ezmanager/main/summary.asp?campaign_id=310&book=&kw=1083&keywords=View+Keywords

Google

Done Local intranet

ezula
ezmanager BETA

Logout July 18, 2001 Jonathan Knoll

Campaign Summary for Campaign #310: Your Campaign Name

Campaign Manager	Jonathan Knoll
Partners	ezula
Publishers	DD, Web3K, KaZaA, eAccel
Agency	The Agency
Advertiser	The Advertiser
Begin Date	7/19/2001
End Date	7/26/2001
Duration	7 days
EPC	0.6
Number of clicks	10000
Notes	- Restricted Publishers - Restricted Sites (including advertisers)

Category Information

Category	Calendars
Booked for	DD, eAccel, KaZaA, Web3K
Category	Computing - Downloads - IM
Booked for	Address, DD, eAccel, ezula, KaZaA, Web3K

Book Campaign

Your campaign has been booked!

BOOKING CONFIRMATION

Keyword List

Calendar
april
august
december
february
january
july
june
march
may
november
october
september

3067

3068

Fig. 24I

ezula, Inc. - Campaign Manager - Book a Campaign - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Reload Home Search Favorites History Go

Address http://detroit/ezManager/main/book2.asp?campaign_id=54 Google

ezula
ezManager BETA

LOGOFF July 2, 2001

The Requested Time of this Campaign conflicts with another campaign for the following Categories. 3071

Category	Partner/Publisher	Booked Date	Action
Apparel - Accessories Sunglasses - 1047	Cydoor/Babylon	6/27/2001 - 7/4/2001	Delete From List
Apparel - Accessories Sunglasses - 1047	Cydoor/lmesh	6/27/2001 - 7/4/2001	Delete From List
Apparel - Accessories Sunglasses - 1047	Cydoor/LingoWare	6/27/2001 - 7/4/2001	Delete From List
Apparel - Work Clothes and Uniforms - 1053	Cydoor/Babylon	6/27/2001 - 7/4/2001	Add to Wish List
Apparel - Work Clothes and Uniforms - 1053	Cydoor/lmesh	6/27/2001 - 7/4/2001	Add to Wish List
Apparel - Work Clothes and Uniforms - 1053	Cydoor/LingoWare	6/27/2001 - 7/4/2001	Add to Wish List

Please select between the following options:

1. Delete category from this campaign for conflicting publishers.
2. Delete category from this campaign for conflicting publishers, and add to Wish List.
3. Go back and modify Campaign Properties (some information will be lost).

3072

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Done Local intranet

Fig. 24J

Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Reload Home Search History Favorites

Address http://detroit/ezManager/Main/Book2.asp?Cat_1083=Delete&5_Cat_1083=Delete&campaign_Id=310&go=+++Continue+%3E%3E

Google

LOFF

July 18, 2001

ezula
CAMPAIGN MANAGER BETA

Are you sure you would like to remove the following categories from your campaign list?

Delete:

- Calendars (from eZula/Address)
- Calendars (from eZula/eZula)

3073 3075

copyright © eZula, Inc.

Done Local intranet

Fig. 24K

Status Indicator. Indicates the current status of the campaign.

The Status be the following ::

1. Locked
2. Editable & Uploadable
3. Commit Pending
4. Commit Pending II

Date and time
of last
changes to
the campaign.

Fig. 25A

The active Publishers for this Campaign. This means that the listed Publisher's client applications are currently running this Campaign.

Initial Upload and processing time.
This is the time when the Campaign actually started.

Status	Campaigns	Last Modified	Active Publishers	Initial Upload
☐	Affiliates general public	2001-06-29 16:37:12		2001-07-11 01:11:51
☐	BMG0605 public	2001-06-29 16:37:44	eZula, Address, DD, Juno, AllShack, web3K, Kazaa, DigitalRoot, Imesh, WBug, Lingoware, Babylon, Goodsol, eAccel	2001-07-19 01:03:09
☐	Webroot 1 public	2001-06-29 16:38:09		2001-07-03 15:32:44
☐	VirtualVegas0518 public	2001-06-29 16:38:28	eZula, Address, DD, Juno, AllShack, web3K, Kazaa, DigitalRoot, Imesh, WBug, Lingoware, Babylon, Goodsol, eAccel	2001-07-19 01:03:10
☐	Furniture Find public	2001-06-29 16:38:59		2001-07-19 01:03:09
☐	Consumer Info 1 public	2001-06-29 16:39:43	eZula, Address, DD, Juno, AllShack, web3K, Kazaa, DigitalRoot, Imesh, WBug, Lingoware, Babylon, Goodsol, eAccel	2001-07-11 01:05:45
☐	Heartland0530 public	2001-06-29 16:40:05		2001-07-04 00:21:50
☐	Kazaa0620 public	2001-06-29 16:40:27	eZula, Address, DD, Juno, AllShack, web3K, DigitalRoot, Imesh, WBug, Lingoware, Babylon, Goodsol, eAccel	2001-07-11 01:05:45
☐	HomeGain0626 public	2001-06-29 16:40:58	Address, DD, eAccel	2001-07-20 00:17:20
☐	Webroot0701	2001-06-30 16:52:48		2001-07-10 00:20:49
☐	CreditCardSearchEngine0626	2001-07-02 20:43:11	Address, Juno, AllShack, web3K, DigitalRoot, Imesh, WBug, Lingoware, Babylon, Goodsol, eAccel	2001-07-13 00:34:22
☐	InvoiceDealers0706	2001-07-06 20:23:49	eZula, Address, DD, web3K, eAccel	2001-07-20 00:19:13
☐	Short_Affiliates_General	2001-07-06 20:25:34	eZula, Address, DD, Juno, AllShack, web3K, Kazaa, DigitalRoot, Imesh, WBug, Lingoware, Babylon, Goodsol, eAccel, NetCaptor	2001-07-20 18:35:35

Fig. 25A

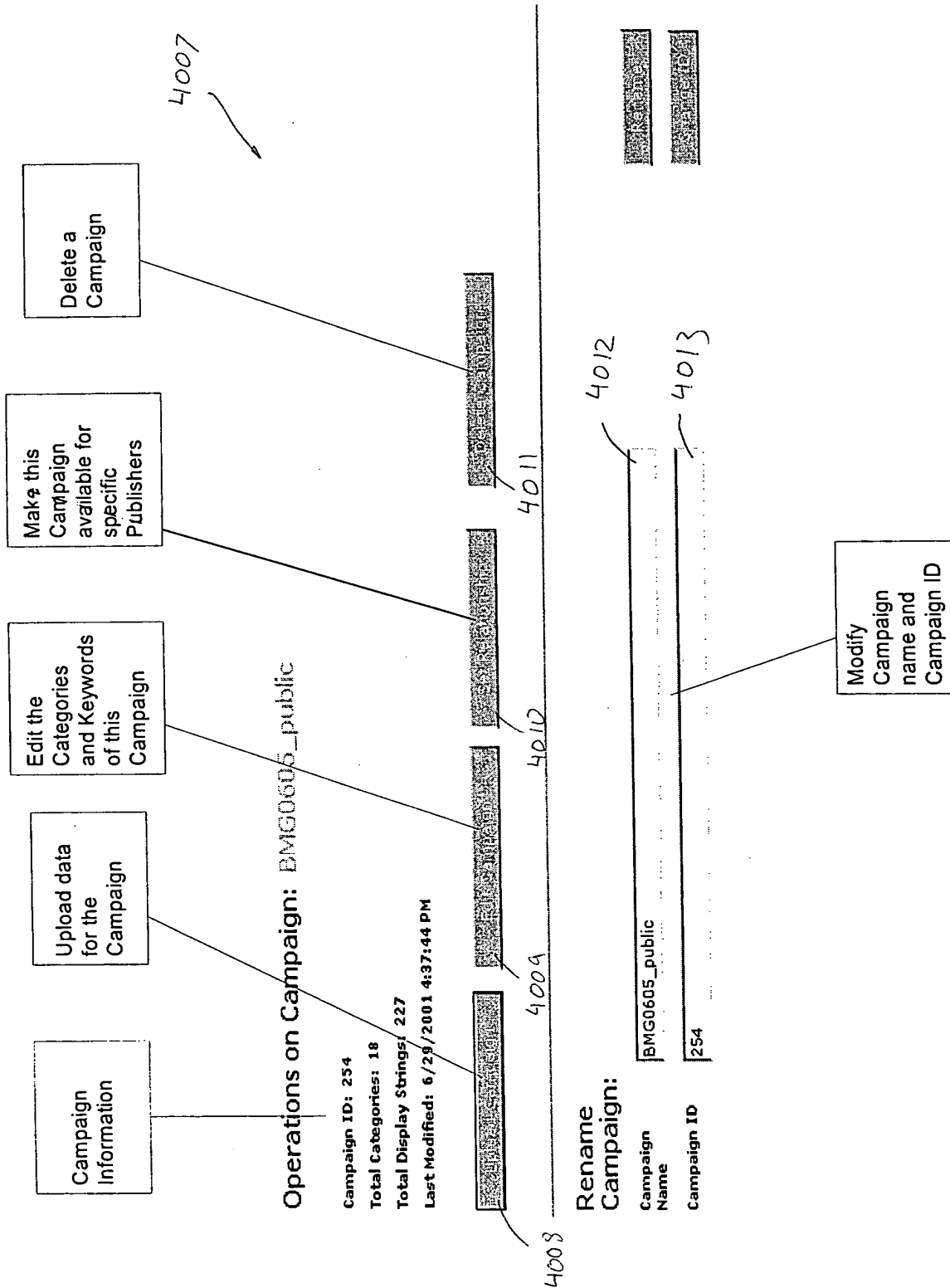


Fig. 25B

Campaign name

Scroll through the Categories

Click for Category Properties

View Categories Starting With: All A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Non-Letter

Current Index: all

4015

4016

4017

Click to manage keywords

Edit campaign: BMG0605_public

Edit Category	Edit keywords of the category
Music - Styles Classical	Keywords
Music - Styles Discount	Keywords
Music	Keywords
Music - Artists	Keywords
Music - Artists - Beatles	Keywords
Music - Artists - Enya	Keywords
Music - Styles Jazz	Keywords
Music - Artists - Madonna	Keywords
Music - Club	Keywords
Music - Styles Country	Keywords
Music - Styles Rock	Keywords
Music - Styles Rap Hip Hop	Keywords
Music - Styles Pop	Keywords
Music - Styles Soul	Keywords
Music - Styles Alternative	Keywords

Records 1 to 15 of 18

Fig. 25C

Edit Category Properties

Category: Music - Styles Classical

Current Site: www.bmgmusicSERVICE.com

EDIT

Limit per page: 3

Priority: 100

Site: To change, select a new site from the list

OR

Add a new site (<http://www.site.com>)

Site logic: ☐ Unchecked: This category will NOT show in this site
☐ Checked: This category will ONLY show in this site

Save Changes

4018

4020

4021

4022

4023

4025

Category name and the destination site

Limits per page for words from this category

Priority to follow for words from this category

Select Site from list or add new Site

Site Logic - show or do not show this category on the specified site(s)


Fig. 25D

Shows the keywords for the specified category

4032 4033

4031

Edit Display Strings for Category : Music - Styles Classical

Display Strings	Delete
	<input type="checkbox"/>
Classical Music	<input checked="" type="checkbox"/>
Classic Music	<input type="checkbox"/>
Dvorak	<input type="checkbox"/>
Mozart	<input type="checkbox"/>
Lloyd Webber	<input type="checkbox"/>
Mendelssohn	<input type="checkbox"/>
Messiah	<input type="checkbox"/>
Mozart	<input type="checkbox"/>
Opera Music	<input type="checkbox"/>
Pachelbel	<input type="checkbox"/>
Rachmaninov	<input type="checkbox"/>
Rossini	<input type="checkbox"/>
Schubert	<input type="checkbox"/>
Schumann	<input type="checkbox"/>

Display Strings 1 to 15 of 18

Select keywords for deletion

Click on
keyword for
keywords
properties

Scroll through the list of keywords for this category

Fig. 25E

Add new Display Strings for Category : Music - Styles Classical

Add new keywords for keywords for the specified category

Keyword (Display String)

4030

4037

4036

4035

4038

4040

4041

Display String

Title

URL

Select an existing title from this list

- Select a title -

-OR-

If the desired title is not currently in the list, type in a new title

http://

Title - the text message that appears on hover

URL destination upon click

Add New

Fig. 25F

[illegible]

Manage properties for this specific keyword

Current title

Change Title

41042

4055

Edit Display String Properties

Display String: Sade	
Current Title: CLICK for POP music at the BMG Music Club!	
Edit	<div>Change to another title of this campaign.</div> <div> <input type="text" value="- Select a title -"/> </div> <div>OR</div> <div>Change current title</div> <div> <input type="text" value="CLICK for POP music at the BMG Music Club!"/> </div> <div> <input type="text" value="http://service.bfast.com/bfast/click?bfmid=20904140&siteid=37072668&bfpag=pop"/> </div> <div> <input type="text" value=""/> </div> <div> <input type="text" value="0.2"/> </div>
Negatives	
\$CPC	
Append	<div>Check to append the title to the Display String like Sade @ [TITLE]</div> <div><input type="checkbox"/></div>

41043

4046

4042

4047

405D

Manage destination URL

**Check for Append -
this will append the
title in the specified
format**

Add Negatives in order to fine tune the context of the word within the surrounding text.

CPC - Cost
per click

Fig. 25G

Campaign properties

Publishers

Set this Campaign for this Publisher - Yes or No

Set Campaigns - Publishers Relationship

Campaign Name: BMG605_public
 Campaign ID: 254
 Campaign Version: 4.0

Current status of the Campaign per this Publisher

Publisher	Set Campaign - Publisher	As of: 7/23/2001 5:13:06 PM	Version for Publisher	Major
eZula	<input checked="" type="checkbox"/> Yes	Has Campaign	7.5	<input type="checkbox"/> Yes
Address 4055	<input type="checkbox"/> Yes	Does not have this campaign	19.10	<input type="checkbox"/> Yes
FreeServe	<input type="checkbox"/> Yes	Does not have this campaign	4.2	<input type="checkbox"/> Yes
QAtest1	<input type="checkbox"/> Yes	Does not have this campaign	0.0	<input type="checkbox"/> Yes
GatorTest	<input type="checkbox"/> Yes	Does not have this campaign	1.0	<input type="checkbox"/> Yes

4052

4053

4056

4057

4058

Should the data update for this publisher be a Major or Minor update.

The data version of this Publisher

FIG. 25

Campaigns File

Data File

Campaign Name

Campaign version

please use the following wizard in order to add to your current or new campaigns. All files must follow the default format that was established for you according to your specifications. If any changes are desired, please contact us.

Campaign: BMG0605-public

Campaign update version: 4.0

Select Display Strings file:

Select Categories file:

Please note that we only support text files (.txt) currently. Excel support will be added in the next few weeks.

Settings

Load Type:

☒ Entire Set
The Data file includes both existing and new records. If not in this file, it will be deleted.

☐ New & Updated Records
The Data in the file is new records only. This data will be added to your already existing records on the server.

Fig. 25

Domain name

Select for deletion

This restrict sites list is a list of sites where the eZula markups will not take place. Once you add or delete to this list the changes will be propagated to the client applications.

Restricted Sites	Delete
63.200.130.235	<input type="checkbox"/>
backwire.com	<input type="checkbox"/>
betcbs.com	<input type="checkbox"/>
bmgmusicservice.com	<input type="checkbox"/>
care2.com	<input type="checkbox"/>
cdnip.com	<input type="checkbox"/>

Fig. 25J